

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 COME-00 USIA-15 /033 W

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R 152209Z JUL 75

FM AMEMBASSY PANAMA

TO SECSTATE WASHDC 4506

UNCLAS SECTION 1 OF 2 PANAMA 4228

EO 11652: N/A

TAGS: BEXP, PN

SUBJ: FY 76 COUNTRY ACTION PROGRAM (CAP)

REF: STATE 135966

FOLLOWING IS PROPOSED PANAMA CAP FOR FY 76 (THROUGH SEPT 1976).
CAMPAIGN NO.1) AGRICULTURAL MACHINERY AND EQUIP (AME) REQUIRE-
MENTS FOR PANAMA'S EXPANSION OF SUGAR PRODUCTION (HIGH TOP
INTEREST TARGET, A-3984).

MAN-DAY ALLOTMENTS: FSO-4 STAHLMAN ---10; FSL-10 GUILLEN---15;
FSL-7 M.DE VIETO---5; FSL-6 O. DE ROVIRA---5.

ACTION 1: FOLLOWING RETURN TO PANAMA OF LA VICTORIA SUGAR MILL

AUTHORITY DIRECTOR IN LATE JULY, STAHLMAN WILL VISIT HIM TO
OBTAIN LONG -PROMISED COPY OF SUGARCANE CULTIVATING.
HARVESTING AND TRANSPORT EQUIPMENT PROCUREMENT PLANS. DURING JULY,
GUILLEN WILL STEP UP EFFORTS TO SECURE INFORMATION ON REQUIRE-
MENTS FROM OTHER LA VICTORIA PERSONNEL.

ACTION 2: GUILLEN AND STAHLMAN WILL PREPARE A QUESTIONNAIRE
AND CHECKLIST ON AME FOR MAILING TO OTHER SUGARCANE GROWERS AND
MILL OPERATORS BY SEPTEMBER 20 CHECKLIST WILL ASK FOR IMMEDIATE
AND FUTURE EQUIPMENT REQUIREMENTS. MAILING WILL INCLUDE DESCRIP-
TION AND ENCOURAGE USE OF TOP PROGRAM.

ACTION 3: COMMERCE IS REQUESTED TO PROVIDE AMERICAN INTER-

NATIONAL TRADER REGISTER (AITS) COMMODITY CLASSIFIED LISTING
AND MAILING LABELS FOR KEY EQUIPMENT ITEMS IN AME PRODUCT
CATEGORY WHICH ARE EMPLOYED IN PRODUCTION OF SUGARCANE-- FROM
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SOIL GRADING, PREPARATION, AND PLANTING THROUGH HARVEST AND
TRANSPORT. AITS LIST WILL BE USED TO PROMOTE CONTACTS BY END

USERS WITH U.S. SUPPLIERS.

ACTION 4: STAHLMAN WILL PREPARE ARTICLE FOR FALL ISSUE OF COMMERCIAL NEWSLETTER PROMOTING USE OF TOP AND VISITS TO AME EXHIBITS IN U.S. BY END-USERS.

ACTION 5 : IN NOVEMBER ARRANGE WITH USIS ASSISTANCE A SHOWING OF "ELECTRONIC SUPERMARKET" AND "FOREIGN BUYER GROUP" (FBG) FILMS TO A SELECTED GROUP OF DISTRIBUTORS AND USERS OF SUGARCANE EQUIPMENT. CAMPAIGN NO. 2) BUSINESS EQUIPMENT (TARGET INDUSTRY)

MAN-DAY ALLOTMENTS: FSO-4 STAHLMAN --- 10; FSL -10 GUILLEN ...15; FSL-7 DE VIETO ...5; FSL-6 DE ROVIRA ...3.

ACTION 1: COMMERCE IS REQUESTED TO SEND PROMOTIONAL LITERATURE AND POSTERS OBTAINABLE FROM U.S. MANUFACTURERS AND TRANSMIT TO POST SOONEST TO PERMIT USE IN PROMOTING ATTENDANCE AT MEXICO USTC EXHIBIT SEPT. 29 - OCT. 3.

ACTION 2: BY JULY 29 REQUEST MEXICO USTC TO SEND CATALOGS AND OTHER PROMOTIONAL MATERIALS AVAILABLE FROM ITS EXHIBIT.

ACTION 3: BY SEPTEMBER MAIL FLYER TO USERS AND DISTRIBUTORS OF SUCH EQUIPMENT. FLYER WILL PROMOTE USE OF TOP AND VISITS TO MEXICO TC EVENT AND, IF DESK STUDY NOW BEING COMPLETED PROVES FEASIBLE, INVITE PROSPECTS TO RECEPTION AND SHOWING OF TOP AND FBG FILMS.

ACTION 4 GUILLEN WILL BY SEPTEMBER 30 FOLLOW UP WITH NOTICE TO ADS LIST PROSPECTS PROMOTING FBG TRAVEL TO OCT27 BUSINESS SYSTEMS EXHIBIT AND JAN RETAILERS BUSINESS EQUIPMENT EXPO (BOTH IN NEW YORK CITY).

CAMPAIGN NO. 3) COLON FREE ZONE (CFZ) -- PROMOTE GREATER RELIANCE ON US SOURCES. (NOTE: CFZ FIRMS NOW IMPORT \$500 MILLION IN HIGH-VALUE GOODS A YEAR AND ACT AS AGENTS FOR AN ESTIMATED ADDITIONAL \$300 MILLION IN OFFSHORE TRADE. THIS REPRESENTS A HIGHLY CONCENTRATED (IN 100 ACRES) MARKET, HAVING GREAT APPARENT POTENTIAL FOR PROMOTION OF US EXPORTS. WHERE FEASIBLE, THE FOLLOWING ACTIONS FOCUS ON TARGET INDUSTRY (TI) PRODUCTS, AND TOP COLLECTIONS WILL BE AIMED AT PRODUCT CONCENTRATIONS IN WHICH TOP SUBSCRIBERS GREATES (A-3984, MAY 17, 1974). TO CAPATILIZE ON CFZ CONCENTRATED NATURE AND IN VIEW OF DIVERSITY OF LINES HANDLED BY MANY FIRMS, WE PROPOSE SOME NON-TARGETED ACTIONS SO AS TO REALIZE MORE IMMEDIATE RESULTS. MORE TARGETING WILL FOLLOW WHEN MARKET RESEARCH RESULTS ARE UNCLASSIFIED
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KNOWN.)

MAN-DAY ALLOTMENTS: FSO-3 PANOS...3; FSO-4 STAHLMAN...10; FSL-10 GUILLEN...15; FSL-7 DE VIETO...5; FSL-6 DE ROVIRA...10.

ACTION 1: BY OCTOBER 15 STAHLMAN WILL ADDRESS LETTERS TO CFZ AUTHORITY DESCRIBING PLANS FOR PROMOTING TRADE CONTACTS BETWEEN US AND CFZ FIRMS. LETTER WILL REQUEST LIST OF ALL CFZ FIRMS, INCLUDING KEY OFFICER, MAIL ADDRESS AND TELEPHONE OF EACH. GUILLEN WILL BY THIS DATE ALSO DISCUSS WITH CHAMBERS OF COMMERCE OF COLON AND PANAMA CITY ALTERNATE MEANS OF DEVELOPING SUCH A LIST.

ACTION 2: BY OCTOBER 31 PANOS AND STAHLMAN WILL FOLLOW UP LETTER WITH VISIT TO CFZ DIRECTOR TO DISCUSS PLANS AND ENSURE MAILING LIST OBTAINED. CALLS WILL ALSO BE MADE ON COLON CHAMBER AND KEY FIRMS.

ACTION 3: BY NOVEMBER 15 PREPARE AND MAIL FLYER TO ALL CFZ FIRMS, DESCRIBING TOP AND FBG SERVICES. ENCLOSE SURVEY QUESTIONNAIRE AND LIST OF US EXHIBITS IN SELECTED TI AND MORE HEAVILY-SUBSCRIBED TOP PRODUCTS.

ACTION 4: BY DECEMBER 12 MR. PANOS WILL HOLD RECEPTION IN COLON FOR LARGER FIRMS, ESPECIALLY WHOSE HANDLING TI-HIGH INTEREST PRODUCTS. SHOW TOP AND FBG FILMS AND DISEMINATE TOP APPLICATION FORMS.

ACTION 5: BY APRIL 30 GUILLEN AND STAHLMAN WILL ASSEMBLE DATA FROM SURVEY RESULTS, CALL ON UP TO 30 KEY FIRMS AND PREPARE MARKET ANALYSIS REPORT.

CAMPAIGN NO. 4) MOUNT AME CATALOG EXHIBIT AND TRADE INFORMATION SERVICE AT DAVID INTERNATIONAL FAIR.

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 COME-00 USIA-15 /033 W

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FM AMEMBASSY PANAMA

TO SECSTATE WASHDC 4507

UNCLAS SECTION 2 OF 2 PANAMA 4228

(NOTE: AN INFORMAL CATALOG EXHIBIT IS ENVISAGED, RATHER THAN FULL-SCALE EXHIBIT WITH INDUSTRY EXPERT AND FORMAL INDUSTRY PARTICIPATION. COMMERCE WILL BE REQUESTED TO PROVIDE A LIMITED NUMBER OF SURPLUS OR USED CATALOGS/MATERIALS FROM EXHIBITS HELD AT US TRADE CENTERS. MAN-DAY ALLOTMENTS: FSO-4 STAHLMAN...15; FSL-10 GUILLEN ...10; FSL-7 DE VIETO...5; FSL-6 DE ROVIRA...10 FSO-8 (PRUETT REPLACEMENT)...5.

ACTION 1: USDOC IS REQUESTED TO SEND BY DECEMBER 10 AITR LIST AND MAILING LABELS ON AME FIRMS SUPPLYING WHEEL TRACTORS, PLOWS, DISC PLOWS, RICE AND SUGARCANE PLANTING, FERTILIZING AND HARVESTING EQUIPMENT, AND BEEF AND DAIRY CATTLE

INSTRUMENTS AND EQUIPMENT (TO EXTENT NOT COVERED IN AITR LIST SENT AS REQUESTED IN CAMPAIGN NO. 1).

ACTION 2 BY JANUARY 15 STAHLMAN WILL ADDRESS LETTER TO AME FIRMS AT AITR LISTS AND LOCAL DISTRIBUTORS REQUESTING CATALOGS, OTHER PROMOTIONAL MATERIAL.

ACTION 3: BY FEBRUARY 1 GUILLEN AND DE VIETO WILL SECURE FROM NATIONAL AND LOCAL CATTLEMEN'S AND DAIRYMEN'S ASSOCIATIONS THEIR MAILING LISTS. THEY WILL ALSO ATTEMPT TO DEVELOP A LIST OF OTHER AME USERS AND DEALERS IN CENTRAL AND WESTERN PROVINCES. USAID WILL ASSIST.

ACTION 4: BY FEBRUARY 5 STAHLMAN WILL SEND A NOTICE TO PERSONS ON ABOVE LISTS TO ANNOUNCE AME CATALOG/SERVICES BOOTH AT FAIR AND PLANNED FILM SHOWINGS.

ACTION 5: STAHLMAN AND LANE (USIS/IO) WILL PREPARE AND USIS WILL SECURE ADVANCE MEDIA COVERAGE ON US EXHIBIT.

ACTION 6: BY OCTOBER 1 STAHLMAN WILL FOLLOW UP A-1304 OF FEB 27, 1975, TO ENSURE THAT \$1,000 FUNDING MENTIONED THEREIN FOR UNCLASSIFIED
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EXHIBIT WILL BE AVAILBLE. ARA/LA/PAN IS REQUESTED TO MAKE EARLIER CHECK WITH ARA/MGT/FM TO CONFIRM FUNDING. CAMPAIGN NO. 55 PROMOTE "VISIT-USA BICENTENNIAL".

MAN-DAY ALLOTMENTS: FSO-4 STAHLMAN ...6; FSIO-3 LANE (USIS) ...4; FSL-10 GUILLEN...10; FSL-7 DE VIETO ...8.

ACTION 1: BY APRIL 5 STAHLMAN WILL CALL A MEETING OF THE VISIT USA COMMITTEE TO PLAN STEPPED-UP TOURISM PROMOTION IN SUPPORT OF BICENTENNIAL. COMMITTEE WILL REVIEW AND SELECT FILMS FOR SPECIAL SHOWINGS AND OTHER MATERIALS.

ACTION 2: BY APRIL 1# LANE (USIS) WILL REQUEST FROM USIA ANY ADDITIONAT FILM FOR SHOWING AT TIMES DETERMINED IN ACTION 1.

ACTION 3: BY APRIL 5 STAHLMAN WILL REQUEST FTI PRINTOUTS AND MAILING LABELS FROM USDOC ON SELECTED TI AND HIGH INTEREST PRODUCT NATEGORIES.

ACT ON 4: BY APRIL 15 GUILLEN AND DE VIETO WILL PREPARE FIRST DRAFT FLYER ON AN EXHIBIT OF ONE OF THESE CATEGORIES, AND BY JUNE 15 THEY WILL PREPARE UP TO 5 SUCH FLYERS.

ACTION 5: FROM MAY THROUGH SEPTEMBER MAKE UP T 5 PRESENTATIONS OF TOURIST, TOP AND FBG FILMS TO GENERAL AND TARGETED AUDIENCES.
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